

Bureau of Nutrition Programs and School Transportation

Please route to:

- ☐ Food Service Director
- ☐ Kitchen Staff

Record Keeps)
Principal	

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March, 2005

NO MORE VENDING MACHINES

Carroll High School has removed the pop, candy and chip vending machines!

By Stephena Kallemeyn, Food Service Director, Carroll Community School District

I found it very disheartening to walk past the study hall during the period prior to lunch and observe students with a large bag of chips and a pop in front of them. This was a subject Mr. Steve Haluska, CHS Principal, and I had often discussed.

Mr. Haluska, a very health conscious person, teamed with the food service department to develop a plan to allow students to continue to have snacks during study periods, but to make those snacks foods which would help to promote a healthier life for the students.

Mr. Haluska and I met with a representative student group. These students were aghast with the idea of no pop during the day. Mr. Haluska met with the students again a month later and told them the decision had been made to turn the vending machines off during the school day.

Students were told that if they wanted snacks during the study periods the snacks would be available from the food service staff at the lunch room window which is adjacent to the study hall.

From day one this attempt to sell healthy snacks has been a huge success. Prior to sales by the food service only junior and senior students had been allowed to access the vending machines. Mr. Haluska decided that all students would be allowed to buy items under this healthier plan.

There had been three vending machines available to students, the revenue from which went to three student groups. The revenue for each group, selling from the machines, was determined. It was the goal to have student activities not suffer because of selling healthier snacks!

Continued on Page 2

Inside this issue:

No More Vending Machines at Carroll High School

Recommendations to Limit Juice

2005 Summer Food Service Program (SFSP): Program Growth for Children's Growth

BASICS Programs are Operating in Some Iowa Communities

HRIM and ISUE Recognized for Food Safety Work in Iowa Schools

Summer Short Courses and Workshops 2005

Pick a better snackTM –On The Go With Raisins!

Make Breakfast Colorful

Tidbits from Julia

Commodity News

Marketing in School Food Service

Because the food service staff is selling the snacks there was a need to increase staff hours by two hours per day. The cost of the increased staff hours is deducted from the daily revenues. The profit is then divided between four groups, those initially receiving revenue from the vending machines, plus an amount returned to food service to develop a scholarship to be awarded for the first time in the spring of 2005. The student groups continue to realize approximately the same amount as they did from the vending machines.

Items offered to students include milk shakes and cheese sticks and also 12 oz milk, fresh fruits and vegetables, lower fat snacks such as pretzels, Chex Mix, crackers and cheese, yogurt, and ice cream.

The attempt to serve healthier snacks to our students has been worth the effort for Carroll Community School District!

Recommendations to Limit Juice

Kids love juice and it can be a good source of vitamin C. When purchasing juice, look for 100% juices that provide at least 100%



of the Daily Value (DV) for vitamin C on the nutrition facts label. However, juice is relatively low in fiber and other nutrients and high in sugar. The American Academy of Pediatrics recommends limiting daily juice intake as follows:

Age	Recommendation
Infants 0-6 months	No juice
Infants 6-12 months	No recommendation
1-6 years	4-6 oz.
7-18 years	8-12 oz.

Excessive juice consumption can crowd out more nutritious foods and can even cause diarrhea. To help limit juice, provide variety at meals and snack time and encourage overall fruit consumption. Consider serving fresh or canned fruit several times per week instead.

2005 Summer Food Service Program (SFSP): Program Growth for Children's Growth

"Nothing succeeds like success!" We all know that successful experiences generate their own momentum setting the stage for further successful experiences. Feeling successful is contagious. We may call them "Warm Fuzzies".

Success is addictive (the good kind). Children who feel some level of success in school are more likely to seek repeated school experiences for which they feel successful.

Children, who perceive they are cared-for, feel more emotionally successful. In short, children whose basic needs, such as food, are met during non-school times are more likely to pursue success in other areas such as school.

Schools and the SFSP State agency (SA) are a little bit like those children who perceive themselves as having successful experiences-once you have it, you want more.

Every school district, as well as non-school sponsors, which participated as a 2004 SFSP sponsor wants to be an expanded 2005 SFSP sponsor whenever possible.

Additional school districts have sensed their need for support of children when school is not in session, and are seriously planning for their initial and successful 2005 SFSP.

The SA witnessed increased SFSP participation in 2004, and is looking forward to even-greater 2005 participation. The SA values its past SFSP relationships with each sponsor and looks forward to developing new ones. Won't you join us?

Two workshop sessions to assist new SFSP sponsors with submitting an SFSP application are scheduled for 10 AM-12 PM on March 2, 2005 and 1 PM-3 PM on March 17, 2005. Pre-registration is required. For registration information, contact Janelle Loney at: Phone (515) 281 5356 or Janelle.Loney@iowa.gov.

For more information about SFSP, contact Rod Bakken, SFSP Lead Consultant at: Phone (515) 281-4760 or Rod.Bakken@iowa.gov.

BASICS Programs are Operating in Some Iowa Communities.

Your school foodservice program may be asked to get involved. Jump on board!

What is BASICS? BASICS stands for Building and Strengthening Iowa Community Support for Nutrition and Physical Activity. The BASICS program provides federal funding for community coalitions to expand nutrition and physical activity education programs serving food stamp recipients and food-stamp-eligible populations. The goal of the program is to provide educational programs that increase the likelihood that low-resource audiences can make healthy food choices consistent with the dietary advice of the Food Guide Pyramid and Dietary Guidelines for Americans. To meet this goal, the Iowa Nutrition Network provides traditional nutrition education resources combined with unique social marketing strategies.

Community Partners Currently 25 community coalitions participate in BASICS. Community partners include public schools, public health agencies, area agencies on aging, community action agencies, city parks and recreation programs, grocery stores, the YMCA, food pantries, community colleges, Iowa State University Extension, University of Northern Iowa, and the University of Iowa College of Public Health.

For more information, visit this website: http://www.idph.state.ia.us/nutrition/community_basics.asp

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To file a complaint of discrimination, write USDA, Director, Office of Civil Rights, Room 326-W, Whitten Building, 14th and Independence Avenue, SW, Washington, D.C. 20250-9410 or call (202) 720-5964 (voice and TDD).

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HRIM and ISUE Recognized for Food Safety Work in Iowa Schools

Hotel, Restaurant and Institution Management (HRIM) faculty, along with Iowa State University Extension (ISUE) field staff, recently were recognized for work assisting Iowa school districts improve food handling practices at the Iowa State University Extension Annual Convention in September, with the first ever Scholarship and the Discovery/Engagement Partnership Award.

HRIM researchers Jeannie Sneed and Dan Henroid developed a 3-year project, "Mentoring Model for Hazard Analysis Critical Control Point (HACCP) Implementation in School Foodservice Operations" to provide 40 school district foodservice programs with food safety resources and training, on-site technical assistance, and a network for improving their food safety systems. The HRIM team, including project coordinator Mary Mahoney, collaborated with ISUE field specialists to identify local contacts with school districts and provide food safety training to school foodservice managers through the ServSafe® program.

Through the grant project, ISUE field specialists provided ServSafe® training to almost 200 school foodservice employees and the HRIM team provided HACCP training to school foodservice managers in local county Extension offices over a 2-year period. Key research findings from this project have been published in The Journal of Child Nutrition & Management, Journal of the American Dietetic Association, and Food Protection Trends. This work has been instrumental in providing research results for food safety system development in school foodservice operations. Congress recently mandated food safety programs for all school districts in the Child Nutrition Reauthorization Act of 2004.

The HRIM team recently conducted a focus group discussion on food safety with school foodservice directors and other leading child nutrition program advocates at the National Food Service Management Institute. Based on the project and input from this group, recommendations on the establishment of a hazard analysis and critical control point system for schools have been sent to the USDA Secretary.

Source: FCS News Note, Iowa State University

Summer Short Courses and Workshops 2005

The Bureau of Nutrition Programs and School Transportation and Iowa State University Extension will be offering nine workshops this summer. The "Joys and Challenges of Working with People" course featuring Dr. Dan Robinson from Iowa State University is back by popular demand. A new course has been added, "Healthy Edge and SMI", to help food service personnel plan and prepare meals that support the new Dietary Guidelines and the School Meals Initiative.

This year's "Manager's Update" course will include information on Responding to a Food Recall, Biosecurity, and Emergency Readiness, taught by guest presenters from the National Food Service Management Institute.

The following list describes the content, the intended audience, cost, timeframes, and locations. You can download the registration forms or link to the online registration at

http://www.state.ia.us/educate/ecese/fn/shortcourses.html.

The registration deadlines are important since classes may have limited enrollment or be cancelled if not enough enroll. Please Register Early!! If you believe you have new staff that will be coming, please hold a space under the school name with a contact so that materials can be prepared for them.

REGISTRATION DEADLINE FOR ALL COURSES EXCEPT BASIC MATH AND NEW **MANAGERS IS JUNE 3, 2005.**

Class: School Foodservice Basics

Date: June 14-15, 2005

Time: Registration at 8:00 AM on June 14th

Classes 8:00 AM-4:00 PM

Location: Scheman Building, Iowa State University Cost: \$125 includes lunches, breaks and materials

Audience: New food service staff

Description: This course provides an overview of all serving requirements, offer versus serve implications, food quality and food safety issues. Efficient work practices and working as part of the food service team are also covered.

SNA CEU's: 13*

Minimum Class Size: 25 (class may be cancelled if

less than 25 enroll)

Class: Manager's Update

Date: June 20, 2005

Time: Registration at 8:00 AM Class from 8:30 AM-4:30 PM

Location: Gateway Center, Ames

Cost: \$50 includes lunch, materials and break Audience: All managers, especially those who have

been in food service for over 3 years

Description: Manager's Update will be filled with important new information this year. This course will feature a speaker from the National Food Service Management Institute who will introduce information and materials on food recalls, biosecurity, and emergency readiness. Bureau of Nutrition staff will introduce the new Offer versus Serve training materials, and provide an update of regulatory changes related to the new requirements for schools to develop a local wellness policy by June 30, 2006. An Iowa State University extension specialist will discuss food safety issues that schools will need to implement as addressed in the Child Nutrition Programs Reauthorization bill.

SNA CEU's: 6*

Minimum Class Size: 40 (class may be cancelled if

less than 40 enroll)

Class: Successful Financial Management for **School Foodservice**

Date: July 5-6, 2005

Time: Registration at 8:00 AM on July 5th

Class 9:00-4:00 the 5th, 8:00-4:00 on the 6th. **Location**: 1 MacKay Hall, Iowa State University

Cost: \$125 includes lunches, breaks and materials Audience: Food Service Managers/Directors and

School Business Managers/Accountants

Description: Participants will determine how to manage the costs of operating a school food service program. They will learn how to collect, analyze, interpret, and apply data from their food service operations to make decisions to improve cash flow. Participants will receive the Cost Control Manual for School Foodservices and receive sample financial management resources on a CD-ROM to use in their operations.

SNA CEU's: 13*

Minimum Class Size: 18 (class may be cancelled if

less than 18 enroll)

Please bring current year's budget, percentages of free, reduced and paid participation for lunch, and/or breakfast programs. Continued on Page 5 Class: The Joys and Challenges of Working With People – BACK BY POPULAR DEMAND!! Date: July 12-13, 2005

Time: Registration at 8:00 AM on July12th. Classes held 9:00-4:00 on the 12th, 8:00-4:00 on the 13th.

Location: Scheman Building, Iowa State University Cost: \$125 includes lunches, breaks and materials Audience: All foodservice employees and managers Description: This workshop focuses on individual characteristics and how they relate to group dynamics. Participants will be encouraged to identify personal traits that enable or hinder effective working relationships. Participants will complete a Meyers-Briggs personality survey prior to attendance.

SNA CEU's: 13*

Minimum Class Size: 30 (class may be cancelled if

less than 30 enroll)

Class: Building Your HACCP Program

Date: July 19, 2005

Time: Registration at 8:00 AM

Class from 9:00 AM-4:00 PM.

Location: 1 MacKay Hall, Iowa State University **Cost:** \$75 includes lunch, break, and materials **Audience:** Managers who want to ensure that the food they serve is consistently safe. Participants should have a ServSafe®, Serving it Safe, or comparable food safety certification and at least 3 years of experience in their operation.

Description: Are you concerned with the safety of food served in your kitchen? Can you prove that you and your employees are doing everything possible to prevent foodborne illnesses? Do you know if your food safety system meets the new USDA HACCP requirements? This course will provide an introduction to Hazard Analysis Critical Control Point (HACCP) programs, an advanced system for preventing food safety hazards from occurring in your operation. Participants will receive a starter HACCP manual and more than 100 sample HACCP resources on CD-ROM developed as part of Iowa State University's school HACCP project.

SNA CEU's: 6*

Minimum Class Size: 12 (class may be cancelled if

less than 12 enroll)

Class: Advancing your HACCP Program

Date: July 20, 2005

Time: Registration at 8:00 AM.

Class from 9:00 AM-4:00 PM.

Location: 1 MacKay Hall, Iowa State University **Cost:** \$50 includes lunch, breaks and materials **Audience:** Managers who are have begun

implementing a HACCP program in their operations. **Description:** This workshop will provide an update on the latest food safety information and opportunities to learn innovative and cost-effective methods to insure food safety. Participants will evaluate their current food safety program and receive technical assistance with developing a HACCP Plan to meet the new USDA HACCP guidelines. ISU faculty will be available to provide assistance to develop and customize your plan.

SNA CEU's: 6*

Minimum Class Size: 10 (class may be cancelled if

less than 10 enroll)

Class: Healthy Edge and SMI

Date: July 26-27, 2005

Time: Registration at 8:00AM on July 26.

Class from 9:00-4:00 the 26th, 8:00-4:00 on the 27th. **Location:** Scheman Building, Iowa State University **Cost:** \$125 includes lunches, breaks, and materials **Audience:** All food service personnel, especially those who are involved with planning and preparing foods in the school meals programs.

Description: This course will teach school food service employees about basic nutrition and strategies to offer nutritious and appealing foods that satisfy the dietary needs and food preferences of children. Effective menu planning to meet the goals of the new *Dietary Guidelines for Americans*, the new Food Guidance system (aka the Food Guide Pyramid), and the School Meal Initiative (SMI) also will be discussed. This class will satisfy the nutrition education training requirement for School Nutrition Association Certification.

SNA CEU's: 13*

Minimum Class Size: 10 (class may be cancelled if

less than 10 enroll)

DEADLINE FOR NEW MANAGER'S ORIENTATION AND BASIC MATH IS JULY 22, 2005.

Class: New Manager's Orientation

Date: August 9-10, 2005

Time: Registration at 8:00AM on August 9. Class 9:00-4:00 on the 9th, 8:00-4:00 on the 10th. Location: Iowa Memorial Union Oak Room.

Iowa State University

Cost: \$50 includes lunches, breaks and materials Audience: Food service managers with less than 3

years experience as managers

Description: New managers will be provided National School Lunch Program, School Breakfast Program, and snack program guidance. The current program regulations will be explained. The new manager will learn how to apply food service principles and procedures to menu planning. Production records and other necessary paperwork will be taught. Food based menu planning will be reviewed more thoroughly, and nutrient standard menu planning will be introduced, but not covered in depth. Please bring your copy of the Food Buying Guide from your school, and two weeks of menus. SNA CEU's: 13*

Minimum Class Size: 40 (class may be cancelled if less than 40 enroll)

Class: Basic Math for Foodservice Employees Date: August 11, 2005

Time: Registration at 8:00 AM, class 8-12:00 noon.

Location: Iowa Memorial Union Oak Room Cost: \$20 includes break and materials

Audience: Foodservice employees who feel they need a refresher on math skills used in their everyday

iobs.

Description: Foodservice employees will learn how to calculate recipe yield, how ingredients used meet the food program requirements, how to find equivalent measures and determine how to select correct portion utensils. Please bring the Food Buying Guide from your school.

SNA CEU's: 3

Minimum Class Size: 20 (class may be cancelled if less than 20 enroll)

*Number of anticipated CEUs; applications still pending.

Upcoming Food Safety Training Courses

Do you or your employees need food safety training? Iowa State University Extension (ISUE) provides 2 options for your food safety training needs.

- 1. **ServSafe** Designed for foodservice directors and supervisors. This program is developed by the National Restaurant Association Educational Foundation.
- 2. **DineSafe** Created for foodservice employees. This two-hour food safety training program developed by the Iowa Hospitality Association Educational Foundation and ISUE and based on ServSafe®. For a nominal fee, ISUE field specialists can come on-site to deliver this program.

<u>Upcoming ServSafe® Courses:</u>

- ♦ March 9 Dubuque
- ♦ March 14 Marion
- ♦ March 15 Waverly

- ◆ March 21 Sioux City ◆ June 27 Marion
- ♦ April 6 Waterloo
- ♦ April 25 Fayette
- ♦ April 25 Iowa City

- ♦ May 3 Burlington
- ♦ May 6 Bettendorf
- ♦ May 18 Des Moines
- ◆ March 16 Fort Dodge ◆ June 14 Sioux City
- ♦ March 16 Des Moines ♦ June 15 Des Moines

 - ♦ July 20 Des Moines
- ◆ April 20 Des Moines ◆ August 8 Bettendorf
 - ♦ August 17 Des Moines
 - ♦ August 22 Sioux City

For more information about a course or to find a ISUE field specialist in your area, visit http://www.extension.iastate.edu/foodsafety/ under 'Food Safety Training' or contact Dan Henroid, MS, RD, HRIM Extension Specialist (dhenroid@iastate.edu; 515-294-3527).



Pick a better snackTM— On The Go With Raisins

What's small, sweet and can be taken anywhere? Raisins! This delicious fruit is versatile and easily portable. Enjoy it anytime!

Raisins are very popular at breakfast time -75% of raisins are eaten with breakfast. Start your day with some fiber and potassium by tossing raisins into your hot or cold cereal.



A raisin is actually a dried grape. Its name comes from a Latin word that means cluster of grapes or berries. Raisins typically come in

bags or boxes. Before they are opened, they need no special storage and can be kept at room temperature. After they are opened, store them in the refrigerator – there they can last up to a year! When selecting your raisins, choose fruits with good coloring, not darkened, moldy or insect-damaged.

Open Box. Eat. (how easy is that?)

Take Raisins With You!

- Stir raisins into a bowl of oatmeal cookie mix to add a fruity taste to your treats.
- Spread a slice of toast with peanut butter and top with raisins for a snack loaded with protein and fiber.
- Make a yummy trail mix with raisins, pretzels, nuts and other dried fruits.

Quick Nibble:

Raisins have been part of our diet for thousands of years. History books make reference to raisins as early as 1490 B.C.! In ancient times, raisins were very valuable. Greeks and Romans decorated places of worship with raisins and handed them out as prizes at sporting events!

-- The California Raisin Marketing Board

Pick a **better** snackTM was developed in partnership with the Iowa Nutrition Network, USDA's Food Stamp Program, and USDA Team Nutrition—equal opportunity providers and employers.



Tidbits from Julia

Now is the time to be applying for a variety of award opportunities highlighted in previous issues of the Lunch Line. All applications are to be submitted to the State Agency, information is posted on the Bureau web site, click on awards from this web page http://www.state.ia.us/educate/ecese/fn/programs.htm

l. The awards include:

- Healthier US School Challenge a National Award - applications accepted on an ongoing basis, early applications are apt to receive extra press coverage. The first group of applications will be forwarded to the USDA Regional Office on March 31.
- USDA Best Practice Awards provide Regional recognition in a variety of categories – due date, April 4.
- Team Nutrition, Partners for Healthy Kids Eat Smart and Play Hard Awards are State Level Awards - due date, April 29.

Farm to School

Have you been thinking about buying some product locally? In recent months the Bureau has met with a number of producers interested in working with local school districts. School districts may purchase products locally as long as they follow their local district procurement policies. If you are interested in doing more local procurement and would like assistance in finding producers in your area or have questions about "how to begin", please contact your area consultant or the Bureau office.

Whole Grain Products

USDA and the Dietary Guidelines for Americans are placing an increased emphasis on the daily consumption of foods with whole grains as their primary ingredient. The emphasis is clearly evident in one of the eligibility criteria for a Healthier US School Challenge Award – this includes a requirement that whole grain foods are offered 3 or more times per school week. So, as you update menus for next school year and begin to do procurement, take a close look at those menu plans and purchasing specifications! Consider purchasing and offering whole grains as a daily choice to promote healthy eating and to enhance overall nutritional well being.

Tips

Promotional Opportunities in March

Entire Month

- National Nutrition Month® sponsored by the American Dietetic Association. "Get a Taste for Good Nutrition" is the 2005 theme.
- Go to: http://www.eatright.org/Public /NutritionInformation/92 1142 2.cfm

*Click on Key Messages

Individual Weeks

 March 7-11 is National School Breakfast Week (SBW) sponsored by the School Nutrition Association. "School Breakfast: Great Performances!" is the 2005 theme. SBW menus will be featured on www.schoolnutrition.org/nsbw

Select Days

- March 2nd is Read Across America Day and Dr. Seuss's Birthday sponsored by the **National Education** Association.
- Go to: www.nea.org/readacross/ for information and ideas.
- March 11th is Johnny Appleseed Day.
- March 17th is St. Patrick's Day.

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Make Breakfast Colorful

The month of March provides many opportunities to use color to promote your School Breakfast Program. These activities can help students consume more 100% juices and fruits. Start by taking a good look at your school breakfast menus and serving lines. Then, consider ways to increase the variety of colorful 100% juices and fruits offered. This will add color and healthfulness to menu items.

Increase the variety of 100% juices offered. Consider apple-grape, cherry, pineapple-orange, pineapple-grapefruit, wild berry, orange, and tomato. Use products packaged conveniently such as individually packaged apple slices and grapes. Offer fruit as a topping on cereal. Use bananas, canned peaches, pineapple bits, fresh blueberries or strawberries, raisins, and dried cherries. Offer fruit as a topping on vogurt. Use strawberries, blueberries, and diced peaches.

Serve fruit as a topping on pancakes and waffles. Use cinnamon applesauce, applesauce mixed with other fruits, or frozen strawberries. Serve Breakfast Burritos with Salsa. Use USDA recipe J-02. Check out the promotional opportunities in the "Tips" column to compliment a colorful variety of juices and fruits and make breakfast more fun.

Work with teachers to encourage reading by developing a Breakfast and Books program. Host a Read Across America event on March 2.

Use the SBW menus and highlight

★ Encore Apple Topping on French Toast

★ Groovin' Grapes

★ Big Band Banana Squares ★ USDA recipe B-05¹

★ USDA recipe G-09¹ ★ Standing Ovation O.J.

* Rockin' Raisins

Feature apple juice and several varieties and colors of apples for Johnny Appleseed Day. Feature kiwi fruit and green grapes on St. Patrick's Day.

¹USDA recipes www.nfsmi.org/Information/recipe index number.html

Contact Produce for Better Health Foundation School Foodservice 5341 Limestone Road

Wilmington, DE 19808 Phone: 302-235-2329 Fax: 302-235-5555

e-mail. schoolfs@pbhfoundation.org

www.pbhfoundation.org

www.5aday.org



Commodity News

Website for the USDA Food Distribution Program is: www.fns.usda.gov/fdd/

Website for the Iowa Food Distribution Program is: www.state.ia.us/educate/ecese/fn/commdist/index
This is a valuable resource for additional program information, values, forms, etc. for the Commodity Food Program.

Commodity Deliveries 2005-2006

Iowa will continue to have six delivery periods for the next school year 2005-2006. The schedule will be similar to this year's, with the first delivery cycle beginning on August 15. The first delivery will be called (6A) and the plan is to get you these order forms in May of this school year.

If we can collect all of next year's FIRST ORDERS in May, we will not need to mail these to you in the summer when it is almost impossible to get all the orders collected. We will try to have these available on the web by May 13, 2005.

"Commodity Day"

The Iowa Commodity Food Distribution Program is planning on combining its regular "Commodity Day" with the School Nutrition Association-Iowa, state conference in Council Bluffs on June 28-29, 2005. This program was held in Des Moines last year and it provided you an opportunity to sample all processed commodity items that Iowa will be ordering.

The plan this summer is to identify a processor booth with a commodity sticker, sign, or star, letting you know this is one of the 2005-2006 new processed products, along with product fact sheets. A booth will be available by the Iowa Commodity Advisory Council. It will have updated commodity fact booklets on all processed items. All of these products have been sampled and approved by the Iowa State Commodity Advisory Council.

Summer Camps-2005

There will be no camp deliveries for Iowa sites in the summer. A very limited supply of commodities is in surplus at the warehouses. If a surplus in <u>Bonus</u> commodities develops, the program may be available in the summer of 2006.

Discount on NFD Milk Products

The State of Iowa has distributed some NFD Milk to Schrieber and Gage Companies this year. If your local vendors receive cheese products from these two companies, you may receive a rebate or a discounted price when you purchase cheese or NFD Milk products. Ask your salesman about the program and how it will work for your school.



WHAT'S NEW!

Healthy School Nutrition Environments have been receiving a lot of attention lately. Promoting healthy eating behaviors is a key concept of Team Nutrition. We know that many of today's children and youth have unhealthy eating patterns that are leading to overweight. Our goal is to promote knowledge, attitudes, and behaviors that will improve students' quality of life into the future. To help students we need to also involve their parents, teachers, school officials, community and business leaders, and local administrators to ensure that school environments promote healthy eating! The USDA has provided web-based technical assistance on the Team Nutrition website at www.fns.usda.gov/tn under resources. You will find the call to action that lists "Ten Keys to Promote Healthy Eating in Schools" as well as Local Wellness Policy legislation.

The effort in creating local wellness policy has involved several partners at the national level that include: Centers for Disease Control (CDC), Office of Safe and Drug Free Schools of the Department of Education (ED), Division of Adolescent and School Health (DASH) along with the Child Nutrition Programs within the USDA. Currently, policy requirements, basic steps, sample policies, and other resources are posted at the website listed above. Information and sample policies will continue to be posted as they become available via the USDA. The Iowa Department of Education, is working with Iowa Partners for Healthy Kids to team up with Iowa Association of School Boards and Iowa State University Extension in providing a sample policy and support materials to Iowa schools regarding this legislation. The tentative timeline calls for opportunities for training and related resources to be available late August 2005.

Marketing in School Food Service

Resources for Results

Marketing your school food service program can be challenging but the rewards include more visibility in the school and community, increased participation (and revenue!) and healthier students. Here are some places to get started:

From the Bureau Lending Library

Nutrition Education and Marketing, from Nutrition Education and Training. This manual was designed just for school food service, very user-friendly and adaptable to many situations. Ask for CU0600.



Marketing Management, developed by the Georgia Department of Education, is a good up-to-date resource to get your marketing program off the ground. Item CU0803.

A textbook with ideas for developing integrated marketing and nutrition education programs is J. Martin and M. Conklin's <u>Managing Child Nutrition Programs</u> (BO0576). Insider's tip: ideas for developing a school-based wellness program starts at page 275.

From the Web

Power Panther material with a number of new resources is downloadable from the USDA site, at http://www.fns.usda.gov/eatsmartplayhard/collection/collect_kids.html. This material is great for older elementary and middle school students. Don't pass up the reproducible material in the yourSELF magazine, at

http://www.fns.usda.gov/tn/Students/index.htm.

Neat stuff for lower grades can be gotten from the USDA site, too! Parents of younger children appreciate reliable information about food and nutrition they can use to help support your efforts to feed children safe and healthy meals. Materials developed for child care programs are great for takehome handouts. Check out Nibbles for Health at http://www.fns.usda.gov/tn/Resources/nibbles.html.

From the Bureau

And don't forget the Iowa Team Nutrition Event Planning Kit!! This manual is jam packed with great ideas for monthly events. Call us for details.

Multimedia Reservation Form Bureau of Nutrition Programs and School Transportation

Your name				
Title				
Phone ()				
Agreement #				
Mailing Address:				
School/ Organization				
Street				
City IA Zip				
Your Request:				
Loan # and Material title (s) (Please include both):				
If no title is known, indicate subject or topic to receive a list of possible titles.				
Date(s) of use				
Alternate date(s)				
Group(s) to be trained				
Approximate size of group(s)				
Mail to: Mary Jo Clark Bureau of Nutrition Programs and School Transportation Grimes State Office Building 400 E. 14 th Street Des Moines, IA 50319-0146				

Or FAX to: Mary Jo Clark at 515-281-6548

If you have questions, please call Mary Jo at 515-281-4751 **or** e-mail: maryjo.clark@iowa.gov